

# Converting an Advertisement in InDesign to PDF

Jim and Joe have been placing regular advertisements in dog enthusiast magazines. Their ads are created in InDesign CS, and they'd like to include a PDF version in their presentation. InDesign documents can't be produced in Acrobat by using the Create PDF from File method; they must be converted in their native program.



**DOWNLOAD** `doggone_ad.ind` if you work with InDesign CS and would like to experiment with converting an InDesign document to PDF.

To convert a document to PDF in InDesign CS, follow these steps:

1. Open the document in InDesign.
2. Choose File > PDF Export Presets > [Print]. InDesign offers a number of presets.
3. The Export dialog opens, and the file's name and original folder location are shown by default. Choose an alternate name or storage location if desired, and click Save.
4. The Export dialog closes and the Export PDF dialog opens. In this dialog, you can adjust various settings for the document, such as Acrobat version compatibility (shown on the General settings tab); downsampling options for images on the Compression settings tab; Printer's marks and bleed settings on the Marks and Bleeds settings tab; and Advanced options such as color space and fonts on the Advanced tab. You can read a summary of the settings on the Summary tab.
5. Leave the default settings as they are in the Export PDF dialog, and click Export. The dialog closes and the PDF document is generated.

## PDF CONVERSIONS IN QUARK

In Quark, choose File > Save Page as EPS to save the file in the EPS (Encapsulated PostScript) format. Open Acrobat Distiller and choose File > Open in Distiller or drag the file to the Distiller window to create the PDF file. Learn more about working with Acrobat Distiller in Chapter 13, “Managing Print Jobs.”

## DEFINING THE ORDER FOR PASTING CONTENT

If you select content and then delete and paste it back into the page, you may encounter one or two unexpected events, either of which can result in the “Oh No! What Happened?” response.

Here’s what can happen:

- The advertisement used in Joe and Jim’s document contains a group of objects—a black ellipse with text overlying it. If the Select Tool Options preference isn’t set to select images before text, then logically the text is selected before the images. When the objects are pasted back to the page, the text is placed before the image; the text is beneath the black ellipse unless you modify the preference.
- When you paste content back into a page, it is placed at the center of whatever has been identified as the page’s size. When the entire page is visible in the document pane (when the red bounding box in the Pages panel covers the entire page), the content is pasted to the center of the page, as you would expect. If, on the other hand, only a portion of the page is showing in the Document pane (and the bounding box in the thumbnail view in the Pages panel covers only a portion of the page), Acrobat pastes the content back into the center of the selected area.